



Home Science Tools is a successful, growth oriented online retailer of educational science products. Our core focus is to ignite curiosity and enrich lives for generations by providing tools to engage and foster science discovery. Our core values are customer commitment, respect all, great work and great place. Visit the company website www.homesciencetools.com for more information.

Content and SEO Copywriter

Reports to: Marketing Manager

Purpose:

This position brainstorms, creates, and transforms ideas into written content that relationally engages and inspires people with our brand, products, articles, and marketing communications across web, digital, social, blog, and print channels, to create an exceptional trust-building customer experience.

Primary Accountabilities:

1. Brand communication and messaging
2. Product merchandising and SEO (search engine optimization)
3. Science project and teaching related articles
4. Product instructions
5. Marketing written content
6. Written content management
7. Proofreading and editing

Responsibilities:

- **Copywriting:** Writes clear, concise, and conversational copy, including short-form (headlines, digital banners and social posts), long-form (product descriptions, emails, and articles), and everything in between.
- **Brand Communication:** Keeps our brand voice consistent, vibrant, and integrated into all written copy.
- **Product Merchandising and SEO:** Writes new website copy and continuously improves existing website content to effectively communicate and relate products, categories, and articles with our customers and achieve SEO results.
- **Collaboration:** Collaborates closely as part of the Marketing and Product Team to develop and implement marketing strategy and develop creative marketing solutions. Collaborates closely with the Customer Service Team to effectively understand our customers and improve customer communications.
- **Content Creation and Management:** Creates and manages a content calendar. Creates and repurposes content to meet the needs of our customers and marketing campaigns.
- **Product Instructions:** Supports product development by revising, editing and formatting product instructions to ensure they communicate effectively.
- **Proofreading and Editing:** Proofreads and edits all written copy for spelling and grammar errors.

Required Qualifications:

- Bachelor's degree required, preferably in English, Writing, or a related field
- Able to determine what makes products appealing to consumers and communicate that in a highly relevant engaging manner
- Loves to write content that engages people and draws them in
- Able to effectively research and write new content
- Strong writing and editing skills with actual experience copywriting and proofreading preferred
- Works effectively within tight deadlines.
- Has a natural curiosity and interest in science
- Able to think creatively
- Basic HTML skills are important
- A self-starting team player and able to prioritize and complete multiple projects well and on time
- A strong communicator with good interpersonal skills
- Word and Excel user skills

Physical Demands & Working Conditions:

- Located in to Billings, Montana
- Sitting for long periods
- Use of fingers, hands, arms involving computer work and lifting and carrying of material
- Good close, distance and peripheral vision
- Auditory ability to listen attentively in a busy office environment
- Ability to handle stressful situations such as dealing with conflict in respectful manner
- Very occasional long workdays when meeting key deadlines or during critical projects

Compensation and Benefits

- Competitive wage based on experience
- Paid time off includes PTO and nine holidays
- Generous medical, dental, short-term disability, long-term disability, and life insurance.
- 401(k) plan with generous company contributions

Location: Corporate Office, Billings, Montana

Travel Required: Less than 5%

Job Type: Full Time

Career Level: Professional

Send resume, cover letter and completed application for employment (available at www.homesciencetools.com/careers) to Frank Schaner at frank@homesciencetools.com or fax to 406-256-0991.